ABSTRACT OF THE DISCLOSURE

In a bond step, one end of ground electrode is bonded to a metallic housing. In a provisional bending step performed after the bonding step, an intermediate portion of the ground electrode is bent with a pressing die so that the other end of the ground electrode is opposed to a distal end surface of a center electrode. In a regular bending step performed after the provisional bending step, the position of the other end of the ground electrode is adjusted so as to adjust the dimension of a spark gap. Receiving dies are prepared for regulating a shift range of a distal end surface of the other end of the ground electrode in a direction perpendicular to an axial line of the center electrode in the process of bending the intermediate portion of the ground electrode in the provisional bending step. In the provisional bending step, the intermediate portion of the ground electrode is bent until the distal end surface of the other end of the ground electrode is brought into contact with the receiving dies.